

## Other Considerations:

### New Signs

Before putting up a new or changing an existing business sign, a new **Sign Permit** must be issued. Sign Permits are applied for at the City Hall Permit Office. Below are items you will need:

- Instrument Survey Map
- Measurement of the width of the storefront
- Drawing of sign that is drawn to scale
- Worker's Compensation Certificate or waiver
- Fee ( permit fees vary in cost)

### Tips

- Bringing pictures of the storefront are helpful.
- Be aware that "A" frame (sandwich board) signs and "Banner Blades" are not allowed.
- Solid roll down shutters/security grates are not permitted. Please call the zoning office for further information.

### Helpful Numbers:

Permit Office: (585) 428-6526  
Zoning Information: (585) 428-7043  
Business Development: (585) 428-6912

### Department of Neighborhood and Business Development

City of Rochester Permit Office  
City Hall, 30 Church St., Room 121B  
Rochester, New York 14614

**Monday–Friday, 9:00 am to 4:00 pm**



### Neighborhood Service Center Locations

Normal operating hours for the Neighborhood Service Centers (NSC) are Monday through Friday, 8 am-5 pm

Calls to NSC Offices during off hours are taken by the City's 311 Call Center. NSC staff will follow-up on these calls on the following business day.

#### Northwest Quadrant

1099 Jay St., Bldg. D/Suite 200  
Rochester, NY 14611  
(585) 428-7620

#### Northeast Quadrant

500 Norton St.  
Rochester, NY 14621  
(585) 428-7660

#### Southwest Quadrant

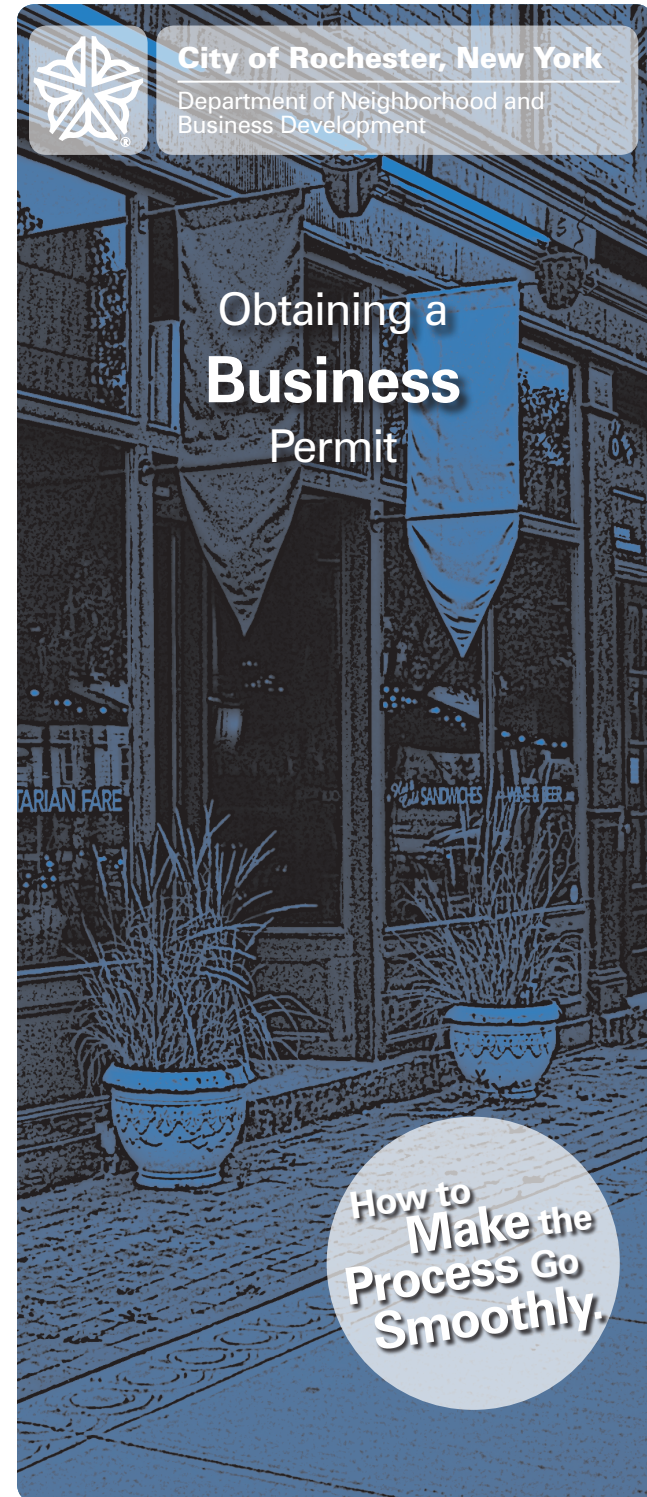
923 Genesee St.  
Rochester, NY 14611  
(585) 428-7630

#### Southeast Quadrant

846 S. Clinton Ave.  
Rochester, NY 14620  
(585) 428-7640



Thomas S. Richards, Mayor  
City of Rochester, NY







### Who Needs a Business Permit?

The City of Rochester's Business Permit program is designed to ensure that City businesses are operated safely and legally. Not all businesses require a Business Permit. The following types of businesses do:

- Retail Stores that sell any of the following: beer, lottery tickets, tobacco or smoking paraphernalia
- Restaurants
- Bars
- Automobile Service Facilities
- Salons (hairstylist, barber shop, appearance enhancement, tattoo parlor, body piercing)

Please note that businesses required to obtain other City licenses, including entertainment, amusement, second hand dealer, or pawn brokers, do not have to obtain a Business Permit.

Further detailed information on the rules and regulations of Business Permits can be found in Chapter 90-32 of the City Code. Please visit City Code Online at: [www.cityofrochester.gov](http://www.cityofrochester.gov).

### Applying for a New Business Permit:

- Complete the two-page application, which may be obtained at the City Hall Permit Office or online at [www.cityofrochester.gov](http://www.cityofrochester.gov)
- Provide a photo ID (current driver's license or non-driver's identification, passport or benefit card)
- Your Certificate of Authority number will be required.
- Additional license information needed may include, but is not limited to:
  - **Restaurant:** possibly State Liquor Authority license
  - **Retail Store:** NYS cigarette and/or State Liquor Authority license
  - **Bar:** State Liquor Authority license
  - **Barber Shop/Hair Salon:** Master Barber's license/Cosmetology license
  - **Natural Hair Styling, Nail, Waxing Salon:** Appearance Enhancement license
  - **Automobile Service:** Registered NYS DMV dealer and/or repair shop license; Any applicable NYS DMV license for Specialty auto shops
- Application fee of \$25, payable by cash, check or credit card

### Once the Application is Complete:

- Business permit applications are forwarded to your area Neighborhood Service Center (NSC) for review.
- A property inspection may be required to determine compliance with zoning and all other applicable codes.

- A background check is performed by the Rochester Police Department on those listed on the Business Permit application.
- A meeting with the Neighborhood Service Center is required.
- You must authorize the release of outstanding tax liability information.
- If no issues of concern are identified, the Business Permit will be issued within 30 days of receipt of a completed application.
- If applications are found to be incomplete or cannot be processed due to outstanding concerns, the applicant will be notified in writing within 30 days of receipt of your application.
- If there is sufficient cause for concern on the part of the City about the operation of the business, the owner or the operator, the applicant may be offered a Conditional Business Permit (\$300 fee). The applicant will have the opportunity to respond.
- Business Permits will be valid for one year, as long as there is no change in the type, location, owner, operator or partner in the business or if there is no other cause for the permit to be suspended or revoked.

**YOU CANNOT OPERATE YOUR BUSINESS WITHOUT AN ISSUED BUSINESS PERMIT.**